

Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes
August 25, 2020

Members Present

Ted Chittenden
Janet Fisher
Dean Colston

Members Absent

Michael Bailey
David Steinmetz

Staff Present

Lindsey Powers

Guests Present

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:03 pm. Introductions were made and a quorum was present.

Approval of July 21, 2020 Meeting Minutes

Dean Colston moved to approve the minutes of the July 21, 2020 Public Information Committee meeting. Janet Fisher seconded the motion. The minutes were approved by unanimous voice vote.

GCBVI Annual Report Discussion

Ted Chittenden stated he received committee reports from the Assistive Technology (AT) and Independent Living (IL) committees, and that he developed the report for the Public Information Committee. Mr. Chittenden stated he had not received reports from the Employment, Deaf-Blind Issues, Legislative and Public Policy committees or the GCBVI Chair report. Ted Chittenden stated he had received success stories from the Arizona Center for the Blind and Visually Impaired (ACBVI) and the Foundation for Blind Children (FBC) but had not received stories from SAAVI Services for the Blind or Vocational Rehabilitation (VR). Ted Chittenden stated that he made a motion for the Public Information Committee to submit the Annual Report upon completion at the previous Full Council meeting, although the motion was not passed. He noted that once the Public Information Committee had

completed the Annual Report, the report would be sent to the Full Council for their review and vote at the next Full Council meeting in November. Ted Chittenden requested that Lindsey Powers send out another reminder to those committee Chairs to submit their reports as soon as possible.

Ted Chittenden inquired whether Dean Colston had received all of the committee reports and success stories for inclusion in the Annual Report. Dean Colston stated that he had filed the committee reports and success stories and was not aware that some of the reports required editing. Mr. Colston inquired regarding the deadline for completing the draft Annual Report. Ted Chittenden stated his preference to have the Annual Report completed by the end of October so that it could be sent to the Full Council members for review. Ted Chittenden stated the committee reports might require some editing, although the success stories might not need significant editing. Dean Colston inquired whether the committee reports could be resent to him, to ensure that he had the correct reports. Lindsey Powers stated she would resend the committee reports to Mr. Colston. Dean Colston stated that he would compile the reports into one document as he received them. Ted Chittenden stated the committee could edit and change the order of the reports, as necessary.

GCBVI Outreach Discussion

Ted Chittenden stated the GCBVI had been asked to participate in the National Federation of the Blind of Arizona (NFBA) State Convention on September 11th which would be held via Zoom. Lindsey Powers stated the invite indicated that exhibitors could participate in the Exhibit Hall in the morning from 8:00-12:00 or in the afternoon from 1:30-5:00pm. Ted Chittenden stated that the morning might be busier, and suggested the committee participate during the morning session. Ted Chittenden inquired whether Lindsey Powers could set up the Zoom meeting for the GCBVI. Lindsey Powers stated that Rehabilitation Services Administration (RSA) staff would be obtaining Zoom licenses although they had not been deployed to the staff yet. Ted Chittenden inquired whether the NFBA invite included a deadline for providing that information for the conference. Lindsey Powers stated the invite asked that all participants register by August 31st. Ted Chittenden stated that if Ms. Powers did not receive a Zoom account by August 31st, she should let him know, and the committee could consider alternatives although the committee would express interest in participating. Janet Fisher stated the Arizona Talking Book Library staff were not permitted to use Zoom or download onto their computers due to the security risks.

Ted Chittenden stated the GCBVI had also been invited to participate in the virtual VA White Cane Day on October 13th and 14th. Ted Chittenden stated

that each exhibitor would be given the opportunity to present for 30 minutes which could include a Power Point presentation, a live presentation, or a previously recorded video. Mr. Chittenden stated that participants would login via WebEx which was known to not be very accessible. Ted Chittenden stated he could provide a presentation offering the same information that he typically shared at the Introduction to Blindness workshops. Janet Fisher stated the committee could share information during the presentation such as the GCBVI general brochure. Ted Chittenden inquired whether the committee members would like to participate in the VA White Cane Day event. Dean Colston stated he would be available to participate on Tuesday but might be busy on Wednesday. Janet Fisher inquired whether the committee could send information to the meeting Administrator so that an individual could share the information rather than the committee members having to share their computer screens. Lindsey Powers stated she could inquire with Lynn Tarazon with the VA regarding the committee's presentation. Ted Chittenden stated his understanding that exhibitors would present for 30 minutes and inquired whether WebEx would send a link for individuals to login using the computer. Janet Fisher stated that individuals were usually given a link to login using the computer or could call in by phone.

Ted Chittenden stated that he participated in the Introduction to Blindness workshop and provided information regarding the GCBVI and the Arizona Council of the Blind (AzCB). He noted that he received some questions regarding when the council met and the requirements for joining the council. Ted Chittenden stated that he would be participating in the next workshop, which was scheduled for September 9th, although he had not received the link to the meeting yet. Ted Chittenden stated he recently located the Power Point presentation that Dan Martinez and Carlos Paraskevas created and was sharing that information during the workshops. He noted that he would forward that information to Lindsey Powers to be forwarded to the committee members and noted that David Steinmetz or another committee member would be providing the Introduction to Blindness presentations once his term had ended in December. Dean Colston stated he would be interested in attending an Introduction to Blindness workshop or have access to the information shared. Ted Chittenden stated he was unsure regarding who could attend the Introduction to Blindness workshops, although he would share the presentation information that he shared at the workshops.

Database Discussion

Ted Chittenden stated the EyeKnow.AZ statistics were lower in May, June, and July which could be due to individuals already having information or due to the cancellation of many social events. Ted Chittenden noted that he

would continue to discuss the database during his Introduction to Blindness workshops which would hopefully increase usage. Janet Fisher stated that Andrea Pasquale at Sun Sounds indicated that the ad for EyeKnow.AZ ran 2-3 times a day since last November. Janet Fisher stated that some museums were offering virtual exhibits and inquired whether the database should include additional information about events and entertainment. Ted Chittenden stated that Carlos Paraskevas might be able to assist the committee in obtaining more information regarding upcoming events. He noted that if the committee did include current events and entertainment, someone would need to continually update that information. Janet Fisher suggested the database include information about the organization that sponsored the events, such as its calendar of events. Ted Chittenden agreed and noted the database could promote theaters that were offering descriptive movies. Janet Fisher stated that would be possible if the committee or a committee member had time to continually update that information. Ted Chittenden noted that when the committee had more committee members, the committee could consider offering more time sensitive information.

Committee Membership Discussion

Ted Chittenden stated that Carlos Paraskevas had expressed interest in participating in the Public Information Committee and hopefully he would be able to attend the next committee meeting.

Social Media Discussion

Dean Colston stated the council Linked In page now had 171 followers and he would continue to encourage individuals to follow the page. Janet Fisher inquired whether Bob Kresmer could send a message to the council members on behalf of the Public Information Committee encouraging members to follow the council social media pages. Ted Chittenden stated he did not have time to mention the council's Linked In page at the previous Full Council meeting. Dean Colston stated he could create videos or posts to promote the council's Linked In page. Ted Chittenden stated he would contact Bob Kresmer to inform him about the Linked In page and encourage the members to visit the sites. Janet Fisher stated the committee could develop the message that Bob Kresmer could send to the council members. Ted Chittenden stated that he and Dean Colston could develop a message that Bob Kresmer could send to the council members. Dean Colston stated the Linked In page had 171 followers with above 2% engagement, which was considered good. He noted the page did not receive a lot of comments although individuals were viewing the page. Ted Chittenden inquired whether there was a way to track the monthly Linked In page usage so he

could provide that information at council meetings. Dean Colston stated he could develop a method for tracking and reporting that information. Ted Chittenden stated the committee would benefit from tracking the number of followers and the engagement. Dean Colston stated the Linked In followers were broken down as: 31% Education, 11.4% Media and Communication, 10.7% Business Development, 6.7% Human Resources, 4% Marketing and Operations, and 3.3% Healthcare and IT.

Dean Colston stated he developed a council Twitter account which would allow another individual to be a moderator through Tweet deck. Mr. Colston inquired whether Twitter fit into the council's overall social media goals. He noted that Twitter was somewhat chatty and encouraged conversations and replies among the individuals. Dean Colston stated that ideally, the council should post weekly on Twitter and should continue to encourage individuals to follow the Twitter page. Dean Colston inquired whether the committee should continue to pursue Twitter as another social media platform to connect with the community. Janet Fisher stated that Facebook was largely used by older populations and Linked In was a more professional platform. She noted that younger individuals would use the newest and most popular social media platforms. Ms. Fisher suggested the council focus on Facebook and Linked In and not try to use too many platforms. Dean Colston agreed and noted that a Twitter account would require a lot of engagement. Ted Chittenden noted that Twitter did encourage more conversations and that the committee members could not offer opinions on behalf of the council. Janet Fisher stated that previously, Facebook would allow a user to post on Facebook and on Twitter, although that feature was no longer available. Ted Chittenden inquired whether Dean Colston would be able to remove the Twitter account or whether the account would have to remain as a low profile. Dean Colston stated he believed he would be able to remove the account. Mr. Chittenden stated his preference that Dean Colston remove the account if he was able. Janet Fisher inquired whether the council members could provide information to be shared on the social media sites rather than the Public Information Committee having to identify information to share. Dean Colston agreed and stated the social media pages should include fresh content to entice individuals to return to those sites. Ted Chittenden stated he would make the request to Bob Kresmer that all council members or committees provide information that could be shared on the social media pages.

GCBVI Rules and Procedures Follow Up

Ted Chittenden stated that Dean Colston had previously inquired whether the council could seek funding as a non-profit. Mr. Chittenden stated the

GCBVI, as a Governor's Council, was part of the State and could therefore not seek funding.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, September 29, 2020, from 2:00 pm to 3:30 pm. Agenda items are as follows:

- GCBVI Annual Report Discussion
- GCBVI Outreach Discussion
- Database Discussion
- Social Media Discussion
- Committee Membership Discussion
- GCBVI Rules and Procedures Discussion

Announcements

There were no announcements.

Public Comment

A call was made to the public with no response's forthcoming.

Adjournment of Meeting

The meeting stood adjourned at 3:25 pm.